

## **ORDER**



KSNV

<b>Orders</b>	<b>Order / Rev:</b>	<u>107645</u>		
	<b>Alt Order #:</b>	<u>06862042</u>		
	<b>Product Desc:</b>	<u>Horsford/DCCC</u>		
	<b>Estimate:</b>	<u>2011</u>		
	<b>Flight Dates:</b>	<u>10/12/12 - 10/18/12</u>		
	<b>Original Date / Rev:</b>	<u>10/09/12 / 10/10/12</u>		
	<b>Order Type:</b>	<u>GENERAL</u>		
	<b>Primary AE:</b>	<u>Amy McCreary</u>		
	<b>Sales Office:</b>	<u>BLPHI</u>		
	<b>Sales Region:</b>	<u>National</u>		
<b>Agency</b>	<b>Name:</b>	<u>GMMB, Inc./ Washington D.C.</u>		
	<b>Buying Contact:</b>			
	<b>Billing Contact:</b>			
		<u>Washington Harbor</u>	<b>Billing Type:</b>	<u>Cash</u>
		<u>Washington, DC 20007</u>	<b>Billing Calendar:</b>	<u>Broadcast</u>
			<b>Billing Cycle:</b>	<u>EOM/EOC</u>
			<b>Agency Commission:</b>	<u>15%</u>
<b>Advertiser</b>	<b>Name:</b>	<u>DCCC/ Horsford</u>		
	<b>Demographic:</b>	<u>A35+</u>		
	<b>Product Codes:</b>	<u>PLC02</u>		
	<b>Priority:</b>	<u>SELECT PRIORITY CODE</u>		
	<b>Revenue Codes:</b>	<u>POLITICAL/AGY, PCAN, GEN</u>		
		<b>New Business Thru:</b>		
		<b>Order Separation:</b>	<u>00:05:00</u>	
		<b>Advertiser External ID:</b>		
		<b>Agency External ID:</b>		

## **Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/18/12	30	\$41,225.00	\$35,041.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	30	\$41,225.00	\$35,041.25	0.00

#### **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	21%	\$41,225.00
Market	100%	\$196,309.52

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	23%	\$45,151.19
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$41,225.00
KTUD	0%	\$0.00
KVVU	24%	\$47,114.29
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWIN	11%	\$21,504.25



Ln	Ch	Start	End	Inventory	Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/12/12	10/18/12	M-F 5-6a	WakeUp w/Wagners		5-6a	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	MTWTF--			2	\$450.00		0.00						
E 2	KSNV	10/14/12	10/18/12	Wake Up Early w/ Wagners	CM		430a-5a	MTWT--S	:30	2	\$200.00	1	0.00	NM	2	\$400.00
WAKE UP EARLY W/THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/14/12	10/20/12	MTWT--S			2	\$200.00		0.00						
E 3	KSNV	10/12/12	10/18/12	M-F 6-7a	WakeUp w/Wagners		6-7a	MTWTF--	:30	2	\$700.00	1	0.00	NM	2	\$1,400.00
WAKE UP WITH THE WAGNERS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	MTWTF--			2	\$700.00		0.00						
E 4	KSNV	10/12/12	10/18/12	Today Show	CM		658a-9am	MTWTF--	:30	3	\$900.00	1	0.00	NM	3	\$2,700.00
TODAY SHOW																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	MTWTF--			3	\$900.00		0.00						
E 5	KSNV	10/13/12	10/13/12	Saturday Today	CM		7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
SATURDAY TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S-			1	\$625.00		0.00						
E 6	KSNV	10/14/12	10/14/12	Meet the Press	CM		8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1	\$3,000.00
MEET THE PRESS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/08/12	10/14/12	-----S			1	\$3,000.00		0.00						
E 7	KSNV	10/12/12	10/18/12	Dr. Phil	CM		3-4p	MTWTF--	:30	2	\$450.00	1	0.00	NM	2	\$900.00
DR. PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	MTWTF--			2	\$450.00		0.00						
E 8	KSNV	10/12/12	10/18/12	M-F Early News	CM		5-630p	MTWTF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
EARLY NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	MTWTF--			3	\$1,200.00		0.00						
E 9	KSNV	10/12/12	10/18/12	M-F Jeopardy	CM		630-7pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
JEOPARDY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	M-WTF--			2	\$1,300.00		0.00						
E 10	KSNV	10/12/12	10/18/12	M-F Wheel	CM		7-730pm	M-WTF--	:30	2	\$1,300.00	1	0.00	NM	2	\$2,600.00
WHEEL OF FORTUNE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	M-WTF--			2	\$1,300.00		0.00						
E 11	KSNV	10/12/12	10/18/12	Face to Face/Ralston Report	CM		730-758pm	M-WTF--	:30	2	\$900.00	1	0.00	NM	2	\$1,800.00
FACE TO FACE W/ JON RALSTON																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/12/12	10/18/12	M-WTF--			2	\$900.00		0.00						
E 12	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM		8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
THE VOICE																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/15/12	10/21/12	M-----			1	\$4,000.00		0.00						
E 14	KSNV	10/14/12	10/14/12		CM		1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00

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Order / Rev: 107645  
Alt Order #: 06862042  
Flight Dates: 10/12/12 - 10/18/12

Advertiser: DCCC/ Horsford  
Product Desc: Horsford/DCCC  
Estimate: 2011

KSNW

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				NFL Football											
				NFL Football											
	NFL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week:	10/08/12	10/14/12	-----S		1	\$10,000.00		0.00					
E 15	KSNV	10/12/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	2	\$1,200.00	1	0.00	NM	2	\$2,400.00
				M-F News 3 at Eleven											
		NEWS 3 NIGHTSIDE													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week:	10/12/12	10/18/12	MTWTF--		2	\$1,200.00		0.00					
E 16	KSNV	10/12/12	10/18/12	The Tonight Show	CM	1135p-1236a	MTWTF--	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
				Tonight Show											
		TONIGHT SHOW W/ JAY LENO													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week:	10/12/12	10/18/12	MTWTF--		2	\$500.00		0.00					
N 17	KSNV	10/12/12	10/18/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	1	\$100.00	2	0.00	NM	1	\$100.00
				Last Call w/Carson Daly											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week:	10/12/12	10/18/12	MTWTF--		1	\$100.00		0.00					
N 18	KSNV	10/18/12	10/18/12	T Thurs PR 9-10p	CM	9-10pm	---T---	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
				Thursday Prime 9-10pm											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
		Week:	10/12/12	10/18/12	---T---		1	\$3,200.00		0.00					